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USDA Inside USDA Information

United States Department
of Agriculture

Office of Governmental
and Public Affairs

Washington D.C.
20260

Vol. 1

No. 17

March 2, 1979

HERE'S WHAT'S UP...

A new People on the Farm...Secretary's Annual Report...lots of other publication news...some exposition summaries...and a few yarns about the big SNOW that hit Washington a week ago...these make up the main topics for "Inside..." this week.

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GPA's Special Reports Division let loose its latest People on the Farm booklet recently...this one on Raising Beef Cattle. Copies will be circulated soon, but if you haven't normally received any of these booklets, write John Crowley in GPA and he'll send you one.

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THERE'S NO BEEF
HERE...

Raising Beef Cattle features two families...the Ritschards of Colorado and the Schuttes of Missouri. Although each family raises beef cattle, they are different. The Schuttes have fewer cows and less land than the Ritschards, but they grow hay, corn, and soybeans plus a few hogs in addition to the beef cattle.

Eventually, as is the case with most of the People on the Farm stories, there will be a slide set available.

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FARMERS NEED HELP,
BUT...

Washington's 22-24 inch snowfall was the worst since 1922. But all that was easier to bear by the good deeds of protesting AAM farmers. Newspapers, radio and TV were all happy to report that farmers were helping to plow Washington out...even acted as a taxi service for stranded doctors and nurses...even towed their police buddies out of snowdrifts.

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OK, WHO'S GOT THE
PAPER?

GPO reports that paper suppliers say there's no major relief in view of the current paper crisis. GPO urges customers (those of us in the federal printing business) to allow ample time... like 90 to 120 days or more...when planning future needs for "Marginally Punched Continuous Forms."

Some weights and grades of paper are almost impossible to obtain, GPO says. Carbonless and colored papers also are in short supply...so our friends at GPO suggest colored inks or a colored stripe on forms instead..

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MORE GPO NEWS

Two more interesting items from GPO: (1) A group of 13 production employees from the People's Daily, China's largest newspaper, recently toured GPO. The group was on a 3-week tour of

U.S. printing operations. Then (2) librarians and others have asked GPO for help in providing standardized headings of microfiche...they want at least one line of space in the upper lefthand corner of each fiche so filing symbols can be added for retrieval purposes. If any of you are involved with such matters, GPO suggests that you call Ray Gulick at (703) 557-2025.

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A 6-month International Energy Exposition (Expo '82) is now being planned for May 1982 at Knoxville, Tenn. The Department of Commerce is the lead federal agency.

EXPO '82 PLANNED

Theme overall is "Energy Turns the World." The show will explore new ways to conserve energy, to harness long-lasting and most renewable resources and to carry on the search for new energy sources.

Since the show warrants federal recognition...on orders of the President...the Secretary of State has invited foreign countries to participate.

Already, subject to Congressional approval, there's been an allocation of \$14 million for the U.S. pavilion...theme in it will be "Energy and Us."

David Sutton, GPA's design chief, served on a panel to select the designer for the U.S. pavilion. Fifty architecture and design groups from all over the country submitted samples...five groups were selected to present a concept to Commerce...the final designer will come from one of those five.

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Dave also reports that he and George Baka, also of GPA, along with Landy Altman of SEA, have been participating in planning meetings for a Bio-Energy World Congress Exposition. That's set for Atlanta on April 21-25, 1980.

BIO-ENERGY CONFERENCE COMING UP IN '80

Purpose is to show how bio-energy can be obtained from plant matter. Sponsors of the conference are the National Science Foundation, Department of Energy, Environmental Protection Agency, USDA, Department of Interior, Department of Commerce, the Council on Environmental Quality, the American Association for the Advancement of Science, the American Gas Association, the Gas Research Institute, and several international organizations.

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WANTED: IDEAS...

Don't call this the age of studies or assessments or reviews... yet. But, we are trying in GPA to figure out what to do with USDA, the Department's only newsletter aimed to all employees. About one in five folks actually get it...and those who do are expected to share it with others. Chances are good that many folks never even see it.

It's been around for almost 40 years--maybe even more. Presently, it appears as a 4-page sheet, twice a month. Feedback from field

people who see it are nearly always good...that from D.C. often is negative, maybe because D.C. folks already know what's going on and don't need confirmation.

Milt Sloane and Sharon Edwards edit USDA...their biggest worry is getting the job out on time and making sure that pertinent articles cover all activities of the Department, for the newsletter is funded by shared costs from all agencies.

...ON WHETHER TO KEEP,
CHANGE OR ABOLISH...

GPA will appreciate comment about USDA...the newsletter, that is. We've considered four possibilities, including: Continuing it much as it is, expanding or improving it (which will cost more money), abolishing it entirely, or devising other approaches for keeping the Department's employees informed. So...if you've some ideas or feelings about the situation...shoot.

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STUDY RESULT COMING...

And speaking of studies and concerns, Mason Miller tells us his periodicals review committee will have a report ready very soon. "Inside..." will bring you results when they're available.

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It made it! For once we set a deadline and met it!

We're talking about the 1978 annual report of the Secretary of Agriculture.

ANNUAL REPORT MAKES IT

Last year's report...through no one's particular fault...was about 9 months late. This year it's only 3 months "late," and that's better than par.

The effort was a team problem this year...John Crowley and agency information offices wrote the copy, Jan Proctor designed it, Edna Carmichael edited it, the snowstorm almost delayed it, but by gar it got out by March 1--the deadline. (Of course it's good reading!)

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Ted Holmes, Louisiana State, writes that he and Tom Boyd had to cut out of the New Orleans meeting of the Southern Agricultural Scientists a few weeks ago to see that the Louisiana flood recovery information network was operating properly. It was.

LSU ON FLOODS...

AND NEW STAFFER

He also reports adding a new assistant editor for the experiment station...Kurt Gutknecht, a recent MS graduate in agricultural journalism from the Univ. of Wisconsin. (Welcome, Kurt.)

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HISPANICS AND
BROADCASTING

D.C.'s only Spanish language radio station went off the air last April. Since then, Hispanic leaders have been working feverishly to find some way to deliver news, etc., to the area's near 150,000 Hispanics.

The situation is a reflection of the national problem...estimates claim between 12-16 million Hispanics in the Nation...as many as 20 percent don't speak English.

U.S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY
RECEIVED

JUL 28 1980

PROCUREMENT SECTION
CURRENT SERIAL RECORDS

Phil Villa-Lobos and Layne Beaty of GPA recently attended a Univ. of Md. conference on public service programming and the Hispanic community. Several Spanish language TV and radio reps complained bitterly about failures of government to buy time on Hispanic owned and operated stations...excluding Agriculture. As a result, they say they'll no longer air PSAs from the feds...again, except USDA. That statement came from groups representing about 39 TV and 12 radio stations from the Southwest.

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COORDINATED EXHIBIT OK

Remember the coordinated USDA exhibit we mentioned a few weeks ago? Lillie Vincent, GPA, says it was a success...as far as it got. The area snowstorm closed down the conference (a regional meeting of the American Home Economics Association) on the last day.

Three agencies (SEA, GPA, and FSQS) pooled ideas into one exhibit instead of three as has been usual. Visitors conferred with separate agencies by taking a couple of steps instead of having to search in another aisle.

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WSU'S HIRING

Washington State Univ. needs a newswriter with a Master's degree. Some photography needed. Send resume and samples to Hugh E. Cameron, College of Agriculture, WSU, Pullman, Wash. 99164.

Hugh says he needs applications by April 15 when reviews begin.

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SORRY, BRYAN

Not long ago we noted the AMS et al regional information folks who had been at the meeting in New Orleans. Double-dash it...we forgot Bryan Killikelly of the New York office. He was there.

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MU PROGRAM SET

Dick Lee and Delmar Hatesohl sent "Inside..." a copy of their Ag Communications Conference, March 21-22, at the Univ. of Mo. Topics include: "Kind of Information Farmers Say They Need Most," with Tom Brown, an ag-econ prof.; "...Some Approaches to Investigative Reporting," by John Ulmann, director of Investigative Reporters and Editors, Inc.; "Communicating with Farm Women," with Ann Kaiser of Farm Wife News, Ann Carmody of Ad Man and Jan Marcum of Farm Wife.

Fred Kiewit of the KC Star will talk about "A Farm Editor on his Own in Russia," and Bill Fleming of Beef will talk about "Using Photos--Large and Small." Bill's talk alone should make the meeting worth attending...he's been a top winner of photography contests at the American Agric. Editors Assoc. for 2 years straight (or more).

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WELL, SCHUCKS...

Finally...we knew this would happen. The mail the other day brought us a succinct message in a U.S. govt. messenger envelope. Scrawled across a recent issue of "Inside..." was: "THIS IS A WASTE OF GOV'T MONEY."

Yep...you guessed it. No signature.